

Ottumwa IA-Kirksville MO

Appendix P

REDACTED – FOR PUBLIC INSPECTION

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 2

Profit & Loss (\$k) - With LIL

Revenue:

	Year 2	Year 3	Year 4	Year 5	Year 6
[66] Package Revenue	---	---	---	---	---

LIL Revenue:

[67] Existing Cutomers Upgrade	---	---	---	---	---
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[68] Baseline Gross Adds Sell-in	---	---	---	---	---
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[69] Additional to Baseline Gross Adds	---	---	---	---	---
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[70] Total LIL Revenue	---	---	---	---	---
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[71] Total Revenue	---	---	---	---	---
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Expenses:

[72] Programming Costs	---	---	---	---	---
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[73] Bad Debt	---	---	---	---	---
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[74] Customer related	---	---	---	---	---
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[75] Total Direct costs	---	---	---	---	---
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[76] Total Direct Margin	---	---	---	---	---
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[77] Total Direct Margin %	---	---	---	---	---
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SAC Costs with LIL:

[78] Standard SAC From No LIL scenario	---	---	---	---	---
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[79] Incremental SAC with LIL	---	---	---	---	---
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[80] Total SAC Costs	---	---	---	---	---
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[81] Backhaul Expenses	---	---	---	---	---
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[82] Box replacement costs	---	---	---	---	---
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[83] Total Expenses:	---	---	---	---	---
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[84] Cash Based OPBDA	---	---	---	---	---
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[85] Cash Based OPBDA %	---	---	---	---	---
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EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 2

[86] Market level capital expenditures-outflow

Year 2	Year 3	Year 4	Year 5	Year 6
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NPV-Based on var from No LIL to With LIL case

[87] Cash Flows-With LIL

[88] Cash Flows-No LIL

[89] Incr/(Decr) from No LIL

[90] NPV without Terminal Value

[91] IRR

[92] Terminal Value

[93] Cash Flows with Terminal Value

[94] NPV with Terminal Value

[95] IRR

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 2

Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Does Not Provide Satellite Local-Into-Local Service**Customer Profile**

[1]	TV HH	56,480	57,045	57,615	58,191	58,773
[2]	Beginning Customers	████	████	████	████	████
[3]	Gross Adds	████	████	████	████	████
[4]	Disconnects	████	████	████	████	████
[5]	Ending Customers	████	████	████	████	████
[6]	Average Customers (2 pt avg)	████	████	████	████	████
[7]	Ending DIRECTV Market Share	████	████	████	████	████
[8]	Disconnect Rate	████	████	████	████	████
[9]	Average Gross Adds per Month	████	████	████	████	████
[10]	Gross Add Rate	████	████	████	████	████

Profit & Loss (\$k) - No LIL**Revenue:**

[11]	Base Package Revenue	████	████	████	████	████
[12]	LIL Revenue	█	█	█	█	█
[13]	Total Revenue	████	████	████	████	████

Expenses:

[14]	Programming Costs	████	████	████	████	████
[15]	Bad Debt	████	████	████	████	████
[16]	Customer related	████	████	████	████	████
[17]	Total Direct costs	████	████	████	████	████
[18]	Total Direct Margin	████	████	████	████	████
[19]	Total Direct Margin %	████	████	████	████	████
[20]	SAC Costs - No LIL	████	████	████	████	████
[21]	Total Expenses:	████	████	████	████	████
[22]	Cash Based OPBDA	████	████	████	████	████
[23]	Cash Based OPBDA %	████	████	████	████	████

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 2

Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Provides Satellite Local-Into-Local Service**Customer Profile**

[24]	TV HH	56,480	57,045	57,615	58,191	58,773
[25]	Beginning Customers	████	████	████	████	████
[26]	Gross Adds	████	████	████	████	████
[27]	Disconnects	████	████	████	████	████
[28]	Ending Customers	████	████	████	████	████
[29]	Average Customers (2 pt avg)	████	████	████	████	████
[30]	Ending Penetration	████	████	████	████	████
[31]	Disconnect Rate	████	████	████	████	████
[32]	Average Gross Adds per Month	████	████	████	████	████
[33]	Gross Add Rate	████	████	████	████	████

LIL Customers**LIL Lift (upgrades) from No LIL**

[34]	Total Customers + Lift	████	████	████	████	████
[35]	LIL Beginning Customers	████	████	████	████	████
[36]	LIL Gross Adds	████	████	████	████	████
[37]	LIL Disconnects	████	████	████	████	████
[38]	Ending Customers	████	████	████	████	████
[39]	Average Customers (2 pt avg)	████	████	████	████	████
[40]	LIL Penetration	████	████	████	████	████
[41]	Disconnect Rate	████	████	████	████	████

LIL Sell-in New Customers No LIL

[42]	Total Customers + Lift	████	████	████	████	████
[43]	LIL Beginning Customers	████	████	████	████	████
[44]	LIL Gross Adds	████	████	████	████	████
[45]	LIL Disconnects	████	████	████	████	████
[46]	Ending Customers	████	████	████	████	████
[47]	Average Customers (2 pt avg)	████	████	████	████	████
[48]	LIL Penetration	████	████	████	████	████
[49]	Disconnect Rate	████	████	████	████	████

LIL Sell-in New Customers Lift from No LIL

[50]	Total Customers + Lift	████	████	████	████	████
[51]	LIL Beginning Customers	████	████	████	████	████
[52]	LIL Gross Adds	████	████	████	████	████
[53]	LIL Disconnects	████	████	████	████	████
[54]	Ending Customers	████	████	████	████	████
[55]	Average Customers (2 pt avg)	████	████	████	████	████
[56]	LIL Penetration	████	████	████	████	████
[57]	Disconnect Rate	████	████	████	████	████

Total LIL Customers

[58]	Total Customers + Lift	████	████	████	████	████
[59]	LIL Beginning Customers	████	████	████	████	████
[60]	LIL Gross Adds	████	████	████	████	████
[61]	LIL Disconnects	████	████	████	████	████
[62]	Ending Customers	████	████	████	████	████
[63]	Average Customers (2 pt avg)	████	████	████	████	████
[64]	LIL Penetration	████	████	████	████	████
[65]	Disconnect Rate	████	████	████	████	████

St Joseph MO

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Number of LIL Channels 2

Profit & Loss (\$k) - With LIL

Revenue:

[66] Package Revenue

LIL Revenue:

[67] Existing Customers Upgrade

[68] Baseline Gross Adds Sell-in

[69] Additional to Baseline Gross Adds

[70] Total LIL Revenue

[71] **Total Revenue**

Expenses:

[72] Programming Costs

[73] Bad Debt

[74] Customer related

[75] Total Direct costs

[76] Total Direct Margin

[77] Total Direct Margin %

SAC Costs with LIL:

[78] Standard SAC From No LIL scenario

[79] Incremental SAC with LIL

[80] Total SAC Costs

[81] **Backhaul Expenses**

[82] **Box replacement costs**

[83] **Total Expenses:**

[84] **Cash Based OPBDA**

[85] **Cash Based OPBDA %**

	Year 2	Year 3	Year 4	Year 5	Year 6
[66] Package Revenue	████	████	████	████	████
[67] Existing Customers Upgrade	██	██	██	██	██
[68] Baseline Gross Adds Sell-in	██	██	██	██	██
[69] Additional to Baseline Gross Adds	██	██	██	██	██
[70] Total LIL Revenue	██	██	██	██	██
[71] Total Revenue	████	████	████	████	████
[72] Programming Costs	████	████	████	████	████
[73] Bad Debt	██	██	██	██	██
[74] Customer related	██	██	██	██	██
[75] Total Direct costs	████	████	████	████	████
[76] Total Direct Margin	████	████	████	████	████
[77] Total Direct Margin %	████	████	████	████	████
[78] Standard SAC From No LIL scenario	██	██	██	██	██
[79] Incremental SAC with LIL	██	██	██	██	██
[80] Total SAC Costs	████	████	████	████	████
[81] Backhaul Expenses	██	██	██	██	██
[82] Box replacement costs	██	██	██	██	██
[83] Total Expenses:	████	████	████	████	████
[84] Cash Based OPBDA	████	████	████	████	████
[85] Cash Based OPBDA %	████	████	████	████	████

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Number of LIL Channels 2

Year 2	Year 3	Year 4	Year 5	Year 6
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[86] Market level capital expenditures-outflow

NPV-Based on var from No LIL to With LIL case

[87] Cash Flows-With LIL

[88] Cash Flows-No LIL

[89] Incr/(Decr) from No LIL

[90] NPV without Terminal Value

[91] IRR

[92] Terminal Value

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[94] NPV with Terminal Value

[95] IRR

Presque Isle ME

Appendix P

REDACTED – FOR PUBLIC INSPECTION

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 3

Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Does Not Provide Satellite Local-Into-Local Service

Customer Profile

[1]	TV HH	31,396	31,710	32,027	32,347	32,671
[2]	Beginning Customers	█	█	█	█	█
[3]	Gross Adds	█	█	█	█	█
[4]	Disconnects	█	█	█	█	█
[5]	Ending Customers	█	█	█	█	█
[6]	Average Customers (2 pt avg)	█	█	█	█	█
[7]	Ending DIRECTV Market Share	█	█	█	█	█
[8]	Disconnect Rate	█	█	█	█	█
[9]	Average Gross Adds per Month	█	█	█	█	█
[10]	Gross Add Rate	█	█	█	█	█

Profit & Loss (\$k) - No LIL

Revenue:

[11]	Base Package Revenue	█	█	█	█	█
[12]	LIL Revenue	█	█	█	█	█
[13]	Total Revenue	█	█	█	█	█

Expenses:

[14]	Programming Costs	█	█	█	█	█
[15]	Bad Debt	█	█	█	█	█
[16]	Customer related	█	█	█	█	█
[17]	Total Direct costs	█	█	█	█	█
[18]	Total Direct Margin	█	█	█	█	█
[19]	Total Direct Margin %	█	█	█	█	█
[20]	SAC Costs - No LIL	█	█	█	█	█
[21]	Total Expenses:	█	█	█	█	█
[22]	Cash Based OPBDA	█	█	█	█	█
[23]	Cash Based OPBDA %	█	█	█	█	█

Presque Isle ME

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Number of LIL Channels 3

Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Provides Satellite Local-Into-Local Service

Customer Profile

[24] TV HH	31,396	31,710	32,027	32,347	32,671
[25] Beginning Customers	█	█	█	█	█
[26] Gross Adds	█	█	█	█	█
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[30] Ending Penetration	█	█	█	█	█
[31] Disconnect Rate	█	█	█	█	█
[32] Average Gross Adds per Month	█	█	█	█	█
[33] Gross Add Rate	█	█	█	█	█

LIL Customers

LIL Lift (upgrades) from No LIL

[34] Total Customers + Lift	█	█	█	█	█
[35] LIL Beginning Customers	█	█	█	█	█
[36] LIL Gross Adds	█	█	█	█	█
[37] LIL Disconnects	█	█	█	█	█
[38] Ending Customers	█	█	█	█	█
[39] Average Customers (2 pt avg)	█	█	█	█	█
[40] LIL Penetration	█	█	█	█	█
[41] Disconnect Rate	█	█	█	█	█

LIL Sell-in New Customers No LIL

[42] Total Customers + Lift	█	█	█	█	█
[43] LIL Beginning Customers	█	█	█	█	█
[44] LIL Gross Adds	█	█	█	█	█
[45] LIL Disconnects	█	█	█	█	█
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[48] LIL Penetration	█	█	█	█	█
[49] Disconnect Rate	█	█	█	█	█

LIL Sell-in New Customers Lift from No LIL

[50] Total Customers + Lift	█	█	█	█	█
[51] LIL Beginning Customers	█	█	█	█	█
[52] LIL Gross Adds	█	█	█	█	█
[53] LIL Disconnects	█	█	█	█	█
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[55] Average Customers (2 pt avg)	█	█	█	█	█
[56] LIL Penetration	█	█	█	█	█
[57] Disconnect Rate	█	█	█	█	█

Total LIL Customers

[58] Total Customers + Lift	█	█	█	█	█
[59] LIL Beginning Customers	█	█	█	█	█
[60] LIL Gross Adds	█	█	█	█	█
[61] LIL Disconnects	█	█	█	█	█
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Presque Isle ME

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Number of LIL Channels 3

Profit & Loss (\$k) - With LIL

Revenue:

[66] Package Revenue

LIL Revenue:

[67] Existing Cutomers Upgrade

[68] Baseline Gross Adds Sell-in

[69] Additional to Baseline Gross Adds

[70] Total LIL Revenue

[71] **Total Revenue**

Expenses:

[72] Programming Costs

[73] Bad Debt

[74] Customer related

[75] Total Direct costs

[76] Total Direct Margin

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SAC Costs with LIL:

[78] Standard SAC From No LIL scenario

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[82] **Box replacement costs**

[83] **Total Expenses:**

[84] **Cash Based OPBDA**

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[70] Total LIL Revenue	██	██	██	██	██
[71] Total Revenue	████	████	████	████	████
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[77] Total Direct Margin %	████	████	████	████	████
[78] Standard SAC From No LIL scenario	██	██	██	██	██
[79] Incremental SAC with LIL	██	██	██	██	██
[80] Total SAC Costs	████	████	████	████	████
[81] Backhaul Expenses	████	████	████	████	████
[82] Box replacement costs	██	██	██	██	██
[83] Total Expenses:	████	████	████	████	████
[84] Cash Based OPBDA	████	████	████	████	████
[85] Cash Based OPBDA %	████	████	████	████	████

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Number of LIL Channels 3

Year 2	Year 3	Year 4	Year 5	Year 6
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[86] Market level capital expenditures-outflow

NPV-Based on var from No LIL to With LIL case

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[92] Terminal Value

[93] Cash Flows with Terminal Value

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[95] IRR

Victoria TX

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EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 7

Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Does Not Provide Satellite Local-Into-Local Service

Customer Profile

[1]	TV HH	31,204	31,516	31,831	32,150	32,471
[2]	Beginning Customers	████	████	████	████	████
[3]	Gross Adds	████	████	████	████	████
[4]	Disconnects	████	████	████	████	████
[5]	Ending Customers	████	████	████	████	████
[6]	Average Customers (2 pt avg)	████	████	████	████	████
[7]	Ending DIRECTV Market Share	████	████	████	████	████
[8]	Disconnect Rate	████	████	████	████	████
[9]	Average Gross Adds per Month	██	██	██	██	██
[10]	Gross Add Rate	████	████	████	████	████

Profit & Loss (\$k) - No LIL

Revenue:

[11]	Base Package Revenue	████	████	████	████	████
[12]	LIL Revenue	█	█	█	█	█
[13]	Total Revenue	████	████	████	████	████

Expenses:

[14]	Programming Costs	████	████	████	████	████
[15]	Bad Debt	██	██	██	██	██
[16]	Customer related	████	████	████	████	████
[17]	Total Direct costs	████	████	████	████	████
[18]	Total Direct Margin	████	████	████	████	████
[19]	Total Direct Margin %	████	████	████	████	████
[20]	SAC Costs - No LIL	██	██	██	██	██
[21]	Total Expenses:	████	████	████	████	████
[22]	Cash Based OPBDA	████	████	████	████	████
[23]	Cash Based OPBDA %	████	████	████	████	████

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 7

Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Provides Satellite Local-Into-Local Service**Customer Profile**

[24]	TV HH	31,204	31,516	31,831	32,150	32,471
[25]	Beginning Customers	████	████	████	████	████
[26]	Gross Adds	██	██	██	██	██
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[29]	Average Customers (2 pt avg)	████	████	████	████	████
[30]	Ending Penetration	████	████	████	████	████
[31]	Disconnect Rate	████	████	████	████	████
[32]	Average Gross Adds per Month	██	██	██	██	██
[33]	Gross Add Rate	████	████	████	████	████

LIL Customers**LIL Lift (upgrades) from No LIL**

[34]	Total Customers + Lift	████	████	████	████	████
[35]	LIL Beginning Customers	█	██	██	██	██
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[40]	LIL Penetration	████	████	████	████	████
[41]	Disconnect Rate	████	████	████	████	████

LIL Sell-in New Customers No LIL

[42]	Total Customers + Lift	████	████	████	████	████
[43]	LIL Beginning Customers	█	██	██	██	██
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[48]	LIL Penetration	████	████	████	████	████
[49]	Disconnect Rate	████	████	████	████	████

LIL Sell-in New Customers Lift from No LIL

[50]	Total Customers + Lift	████	████	████	████	████
[51]	LIL Beginning Customers	█	██	██	██	██
[52]	LIL Gross Adds	██	██	██	██	██
[53]	LIL Disconnects	██	██	██	██	██
[54]	Ending Customers	████	████	████	████	████
[55]	Average Customers (2 pt avg)	████	████	████	████	████
[56]	LIL Penetration	████	████	████	████	████
[57]	Disconnect Rate	████	████	████	████	████

Total LIL Customers

[58]	Total Customers + Lift	████	████	████	████	████
[59]	LIL Beginning Customers	█	██	██	██	██
[60]	LIL Gross Adds	██	██	██	██	██
[61]	LIL Disconnects	██	██	██	██	██
[62]	Ending Customers	████	████	████	████	████
[63]	Average Customers (2 pt avg)	████	████	████	████	████
[64]	LIL Penetration	████	████	████	████	████
[65]	Disconnect Rate	████	████	████	████	████

Victoria TX

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Number of LIL Channels 7

Profit & Loss (\$k) - With LIL		Year 2	Year 3	Year 4	Year 5	Year 6
Revenue:						
[66]	Package Revenue	████	████	████	████	████
LIL Revenue:						
[67]	Existing Cutomers Upgrade	██	██	██	██	██
[68]	Baseline Gross Adds Sell-in	██	██	██	██	██
[69]	Additional to Baseline Gross Adds	██	██	██	██	██
[70]	Total LIL Revenue	██	██	██	██	██
[71]	Total Revenue	████	████	████	████	████
Expenses:						
[72]	Programming Costs	████	████	████	████	████
[73]	Bad Debt	██	██	██	██	██
[74]	Customer related	██	██	██	██	██
[75]	Total Direct costs	████	████	████	████	████
[76]	Total Direct Margin	████	████	████	████	████
[77]	Total Direct Margin %	████	████	████	████	████
SAC Costs with LIL:						
[78]	Standard SAC From No LIL scenario	██	██	██	██	██
[79]	Incremental SAC with LIL	██	██	██	██	██
[80]	Total SAC Costs	██	██	██	██	██
[81]	Backhaul Expenses	██	██	██	██	██
[82]	Box replacement costs	██	██	██	██	██
[83]	Total Expenses:	████	████	████	████	████
[84]	Cash Based OPBDA	████	████	████	████	████
[85]	Cash Based OPBDA %	████	████	████	████	████

Victoria TX

Appendix P

REDACTED – FOR PUBLIC INSPECTION

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 7

Year 2	Year 3	Year 4	Year 5	Year 6
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[86] Market level capital expenditures-outflow

NPV-Based on var from No LIL to With LIL case

[87] Cash Flows-With LIL

[88] Cash Flows-No LIL

[89] Incr/(Decr) from No LIL

[90] NPV without Terminal Value

[91] IRR

[92] Terminal Value

[93] Cash Flows with Terminal Value

[94] NPV with Terminal Value

[95] IRR

Helena MT

Appendix P

REDACTED – FOR PUBLIC INSPECTION

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 4

Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Does Not Provide Satellite Local-Into-Local Service

Customer Profile

[1]	TV HH	26,378	26,642	26,908	27,177	27,449
[2]	Beginning Customers	████	████	████	████	████
[3]	Gross Adds	████	████	████	████	████
[4]	Disconnects	████	████	████	████	████
[5]	Ending Customers	████	████	████	████	████
[6]	Average Customers (2 pt avg)	████	████	████	████	████
[7]	Ending DIRECTV Market Share	████	████	████	████	████
[8]	Disconnect Rate	████	████	████	████	████
[9]	Average Gross Adds per Month	██	██	██	██	██
[10]	Gross Add Rate	████	████	████	████	████

Profit & Loss (\$k) - No LIL

Revenue:

[11]	Base Package Revenue	████	████	████	████	████
[12]	LIL Revenue	█	█	█	█	█
[13]	Total Revenue	████	████	████	████	████

Expenses:

[14]	Programming Costs	████	████	████	████	████
[15]	Bad Debt	██	██	██	██	██
[16]	Customer related	████	████	████	████	████
[17]	Total Direct costs	████	████	████	████	████
[18]	Total Direct Margin	████	████	████	████	████
[19]	Total Direct Margin %	████	████	████	████	████
[20]	SAC Costs - No LIL	██	██	██	██	██
[21]	Total Expenses:	████	████	████	████	████

[22]	Cash Based OPBDA	████	████	████	████	████
[23]	Cash Based OPBDA %	████	████	████	████	████

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Appendix P

REDACTED – FOR PUBLIC INSPECTION

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 4

Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Provides Satellite Local-Into-Local Service

Customer Profile

[24]	TV HH	26,378	26,642	26,908	27,177	27,449
[25]	Beginning Customers	████	████	████	████	████
[26]	Gross Adds	████	████	████	████	████
[27]	Disconnects	████	████	████	████	████
[28]	Ending Customers	████	████	████	████	████
[29]	Average Customers (2 pt avg)	████	████	████	████	████
[30]	Ending Penetration	████	████	████	████	████
[31]	Disconnect Rate	████	████	████	████	████
[32]	Average Gross Adds per Month	██	██	██	██	██
[33]	Gross Add Rate	████	████	████	████	████

LIL Customers

LIL Lift (upgrades) from No LIL

[34]	Total Customers + Lift	████	████	████	████	████
[35]	LIL Beginning Customers	█	████	████	████	████
[36]	LIL Gross Adds	████	████	█	█	█
[37]	LIL Disconnects	████	████	████	████	████
[38]	Ending Customers	████	████	████	████	████
[39]	Average Customers (2 pt avg)	████	████	████	████	████
[40]	LIL Penetration	████	████	████	████	████
[41]	Disconnect Rate	████	████	████	████	████

LIL Sell-in New Customers No LIL

[42]	Total Customers + Lift	████	████	████	████	████
[43]	LIL Beginning Customers	█	████	████	████	████
[44]	LIL Gross Adds	████	████	████	████	████
[45]	LIL Disconnects	████	████	████	████	████
[46]	Ending Customers	████	████	████	████	████
[47]	Average Customers (2 pt avg)	████	████	████	████	████
[48]	LIL Penetration	████	████	████	████	████
[49]	Disconnect Rate	████	████	████	████	████

LIL Sell-in New Customers Lift from No LIL

[50]	Total Customers + Lift	████	████	████	████	████
[51]	LIL Beginning Customers	█	██	████	████	████
[52]	LIL Gross Adds	██	████	████	████	████
[53]	LIL Disconnects	██	████	████	████	████
[54]	Ending Customers	████	████	████	████	████
[55]	Average Customers (2 pt avg)	████	████	████	████	████
[56]	LIL Penetration	████	████	████	████	████
[57]	Disconnect Rate	████	████	████	████	████

Total LIL Customers

[58]	Total Customers + Lift	████	████	████	████	████
[59]	LIL Beginning Customers	█	████	████	████	████
[60]	LIL Gross Adds	████	████	████	████	████
[61]	LIL Disconnects	████	████	████	████	████
[62]	Ending Customers	████	████	████	████	████
[63]	Average Customers (2 pt avg)	████	████	████	████	████
[64]	LIL Penetration	████	████	████	████	████
[65]	Disconnect Rate	████	████	████	████	████

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Appendix P

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EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 4

	Year 2	Year 3	Year 4	Year 5	Year 6
Profit & Loss (\$k) - With LIL					
Revenue:					
[66] Package Revenue					
LIL Revenue:					
[67] Existing Cutomers Upgrade					
[68] Baseline Gross Adds Sell-in					
[69] Additional to Baseline Gross Adds					
[70] Total LIL Revenue					
[71] Total Revenue					
Expenses:					
[72] Programming Costs					
[73] Bad Debt					
[74] Customer related					
[75] Total Direct costs					
[76] Total Direct Margin					
[77] Total Direct Margin %					
SAC Costs with LIL:					
[78] Standard SAC From No LIL scenario					
[79] Incremental SAC with LIL					
[80] Total SAC Costs					
[81] Backhaul Expenses					
[82] Box replacement costs					
[83] Total Expenses:					
[84] Cash Based OPBDA					
[85] Cash Based OPBDA %					

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Appendix P

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EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 4

Year 2	Year 3	Year 4	Year 5	Year 6
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[86] Market level capital expenditures-outflow

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NPV-Based on var from No LIL to With LIL case

[87] Cash Flows-With LIL

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[88] Cash Flows-No LIL

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[89] Incr/(Decr) from No LIL

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[90] NPV without Terminal Value

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[91] IRR

--	--	--	--	--

[92] Terminal Value

--	--	--	--	--

[93] Cash Flows with Terminal Value

--	--	--	--	--

[94] NPV with Terminal Value

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[95] IRR

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EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 2

Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Does Not Provide Satellite Local-Into-Local Service**Customer Profile**

[1]	TV HH	18,139	18,320	18,504	18,689	18,876
[2]	Beginning Customers	█	█	█	█	█
[3]	Gross Adds	█	█	█	█	█
[4]	Disconnects	█	█	█	█	█
[5]	Ending Customers	█	█	█	█	█
[6]	Average Customers (2 pt avg)	█	█	█	█	█
[7]	Ending DIRECTV Market Share	█	█	█	█	█
[8]	Disconnect Rate	█	█	█	█	█
[9]	Average Gross Adds per Month	█	█	█	█	█
[10]	Gross Add Rate	█	█	█	█	█

Profit & Loss (\$k) - No LIL**Revenue:**

[11]	Base Package Revenue	█	█	█	█	█
[12]	LIL Revenue	█	█	█	█	█
[13]	Total Revenue	█	█	█	█	█

Expenses:

[14]	Programming Costs	█	█	█	█	█
[15]	Bad Debt	█	█	█	█	█
[16]	Customer related	█	█	█	█	█
[17]	Total Direct costs	█	█	█	█	█
[18]	Total Direct Margin	█	█	█	█	█
[19]	Total Direct Margin %	█	█	█	█	█
[20]	SAC Costs - No LIL	█	█	█	█	█
[21]	Total Expenses:	█	█	█	█	█
[22]	Cash Based OPBDA	█	█	█	█	█
[23]	Cash Based OPBDA %	█	█	█	█	█

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 2

Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Provides Satellite Local-Into-Local Service**Customer Profile**

[24]	TV HH	18,139	18,320	18,504	18,689	18,876
[25]	Beginning Customers	████	████	████	████	████
[26]	Gross Adds	██	██	██	██	██
[27]	Disconnects	██	██	██	██	██
[28]	Ending Customers	████	████	████	████	████
[29]	Average Customers (2 pt avg)	████	████	████	████	████
[30]	Ending Penetration	████	████	████	████	████
[31]	Disconnect Rate	██	██	██	██	██
[32]	Average Gross Adds per Month	██	██	██	██	██
[33]	Gross Add Rate	██	██	██	██	██

LIL Customers**LIL Lift (upgrades) from No LIL**

[34]	Total Customers + Lift	████	████	████	████	████
[35]	LIL Beginning Customers	█	██	██	██	██
[36]	LIL Gross Adds	██	██	█	█	█
[37]	LIL Disconnects	██	██	██	██	██
[38]	Ending Customers	████	████	████	████	████
[39]	Average Customers (2 pt avg)	████	████	████	████	████
[40]	LIL Penetration	████	████	████	████	████
[41]	Disconnect Rate	██	██	██	██	██

LIL Sell-in New Customers No LIL

[42]	Total Customers + Lift	████	████	████	████	████
[43]	LIL Beginning Customers	█	██	██	██	██
[44]	LIL Gross Adds	██	██	██	██	██
[45]	LIL Disconnects	██	██	██	██	██
[46]	Ending Customers	████	████	████	████	████
[47]	Average Customers (2 pt avg)	████	████	████	████	████
[48]	LIL Penetration	████	████	████	████	████
[49]	Disconnect Rate	██	██	██	██	██

LIL Sell-in New Customers Lift from No LIL

[50]	Total Customers + Lift	████	████	████	████	████
[51]	LIL Beginning Customers	█	██	██	██	██
[52]	LIL Gross Adds	██	██	██	██	██
[53]	LIL Disconnects	██	██	██	██	██
[54]	Ending Customers	████	████	████	████	████
[55]	Average Customers (2 pt avg)	████	████	████	████	████
[56]	LIL Penetration	████	████	████	████	████
[57]	Disconnect Rate	██	██	██	██	██

Total LIL Customers

[58]	Total Customers + Lift	████	████	████	████	████
[59]	LIL Beginning Customers	█	██	██	██	██
[60]	LIL Gross Adds	██	██	██	██	██
[61]	LIL Disconnects	██	██	██	██	██
[62]	Ending Customers	████	████	████	████	████
[63]	Average Customers (2 pt avg)	████	████	████	████	████
[64]	LIL Penetration	████	████	████	████	████
[65]	Disconnect Rate	██	██	██	██	██

Alpena MI

Appendix P

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EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 2

Profit & Loss (\$k) - With LIL		Year 2	Year 3	Year 4	Year 5	Year 6
Revenue:						
[66]	Package Revenue					
LIL Revenue:						
[67]	Existing Cutomers Upgrade					
[68]	Baseline Gross Adds Sell-in					
[69]	Additional to Baseline Gross Adds					
[70]	Total LIL Revenue					
[71]	Total Revenue					
Expenses:						
[72]	Programming Costs					
[73]	Bad Debt					
[74]	Customer related					
[75]	Total Direct costs					
[76]	Total Direct Margin					
[77]	Total Direct Margin %					
SAC Costs with LIL:						
[78]	Standard SAC From No LIL scenario					
[79]	Incremental SAC with LIL					
[80]	Total SAC Costs					
[81]	Backhaul Expenses					
[82]	Box replacement costs					
[83]	Total Expenses:					
[84]	Cash Based OPBDA					
[85]	Cash Based OPBDA %					

Alpena MI

Appendix P

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EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 2

Year 2	Year 3	Year 4	Year 5	Year 6
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[86] Market level capital expenditures-outflow

NPV-Based on var from No LIL to With LIL case

[87] Cash Flows-With LIL

[88] Cash Flows-No LIL

[89] Incr/(Decr) from No LIL

[90] NPV without Terminal Value

[91] IRR

[92] Terminal Value

[93] Cash Flows with Terminal Value

[94] NPV with Terminal Value

[95] IRR

North Platte NE

Appendix P

REDACTED – FOR PUBLIC INSPECTION

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 4

Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Does Not Provide Satellite Local-Into-Local Service

Customer Profile

[1]	TV HH	16,012	16,172	16,334	16,497	16,662
[2]	Beginning Customers	█	█	█	█	█
[3]	Gross Adds	█	█	█	█	█
[4]	Disconnects	█	█	█	█	█
[5]	Ending Customers	█	█	█	█	█
[6]	Average Customers (2 pt avg)	█	█	█	█	█
[7]	Ending DIRECTV Market Share	█	█	█	█	█
[8]	Disconnect Rate	█	█	█	█	█
[9]	Average Gross Adds per Month	█	█	█	█	█
[10]	Gross Add Rate	█	█	█	█	█

Profit & Loss (\$k) - No LIL

Revenue:

[11]	Base Package Revenue	█	█	█	█	█
[12]	LIL Revenue	█	█	█	█	█
[13]	Total Revenue	█	█	█	█	█

Expenses:

[14]	Programming Costs	█	█	█	█	█
[15]	Bad Debt	█	█	█	█	█
[16]	Customer related	█	█	█	█	█
[17]	Total Direct costs	█	█	█	█	█
[18]	Total Direct Margin	█	█	█	█	█
[19]	Total Direct Margin %	█	█	█	█	█
[20]	SAC Costs - No LIL	█	█	█	█	█
[21]	Total Expenses:	█	█	█	█	█

[22]	Cash Based OPBDA	█	█	█	█	█
[23]	Cash Based OPBDA %	█	█	█	█	█

North Platte NE

Appendix P

REDACTED – FOR PUBLIC INSPECTION

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 4

Year 2	Year 3	Year 4	Year 5	Year 6
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DIRECTV Provides Satellite Local-Into-Local Service

Customer Profile

[24] TV HH	16,012	16,172	16,334	16,497	16,662
[25] Beginning Customers	█	█	█	█	█
[26] Gross Adds	█	█	█	█	█
[27] Disconnects	█	█	█	█	█
[28] Ending Customers	█	█	█	█	█
[29] Average Customers (2 pt avg)	█	█	█	█	█
[30] Ending Penetration	█	█	█	█	█
[31] Disconnect Rate	█	█	█	█	█
[32] Average Gross Adds per Month	█	█	█	█	█
[33] Gross Add Rate	█	█	█	█	█

LIL Customers

LIL Lift (upgrades) from No LIL

[34] Total Customers + Lift	█	█	█	█	█
[35] LIL Beginning Customers	█	█	█	█	█
[36] LIL Gross Adds	█	█	█	█	█
[37] LIL Disconnects	█	█	█	█	█
[38] Ending Customers	█	█	█	█	█
[39] Average Customers (2 pt avg)	█	█	█	█	█
[40] LIL Penetration	█	█	█	█	█
[41] Disconnect Rate	█	█	█	█	█

LIL Sell-in New Customers No LIL

[42] Total Customers + Lift	█	█	█	█	█
[43] LIL Beginning Customers	█	█	█	█	█
[44] LIL Gross Adds	█	█	█	█	█
[45] LIL Disconnects	█	█	█	█	█
[46] Ending Customers	█	█	█	█	█
[47] Average Customers (2 pt avg)	█	█	█	█	█
[48] LIL Penetration	█	█	█	█	█
[49] Disconnect Rate	█	█	█	█	█

LIL Sell-in New Customers Lift from No LIL

[50] Total Customers + Lift	█	█	█	█	█
[51] LIL Beginning Customers	█	█	█	█	█
[52] LIL Gross Adds	█	█	█	█	█
[53] LIL Disconnects	█	█	█	█	█
[54] Ending Customers	█	█	█	█	█
[55] Average Customers (2 pt avg)	█	█	█	█	█
[56] LIL Penetration	█	█	█	█	█
[57] Disconnect Rate	█	█	█	█	█

Total LIL Customers

[58] Total Customers + Lift	█	█	█	█	█
[59] LIL Beginning Customers	█	█	█	█	█
[60] LIL Gross Adds	█	█	█	█	█
[61] LIL Disconnects	█	█	█	█	█
[62] Ending Customers	█	█	█	█	█
[63] Average Customers (2 pt avg)	█	█	█	█	█
[64] LIL Penetration	█	█	█	█	█
[65] Disconnect Rate	█	█	█	█	█

North Platte NE

Appendix P

REDACTED – FOR PUBLIC INSPECTION

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 4

Profit & Loss (\$k) - With LIL

Revenue:

[66] Package Revenue

LIL Revenue:

[67] Existing Customers Upgrade

[68] Baseline Gross Adds Sell-in

[69] Additional to Baseline Gross Adds

[70] Total LIL Revenue

[71] Total Revenue

Expenses:

[72] Programming Costs

[73] Bad Debt

[74] Customer related

[75] Total Direct costs

[76] Total Direct Margin

[77] Total Direct Margin %

SAC Costs with LIL:

[78] Standard SAC From No LIL scenario

[79] Incremental SAC with LIL

[80] Total SAC Costs

[81] Backhaul Expenses

[82] Box replacement costs

[83] Total Expenses:

[84] Cash Based OPBDA

[85] Cash Based OPBDA %

	Year 2	Year 3	Year 4	Year 5	Year 6
[66] Package Revenue	████	████	████	████	████
[67] Existing Customers Upgrade	████	████	████	████	████
[68] Baseline Gross Adds Sell-in	████	████	████	████	████
[69] Additional to Baseline Gross Adds	████	████	████	████	████
[70] Total LIL Revenue	████	████	████	████	████
[71] Total Revenue	████	████	████	████	████
[72] Programming Costs	████	████	████	████	████
[73] Bad Debt	████	████	████	████	████
[74] Customer related	████	████	████	████	████
[75] Total Direct costs	████	████	████	████	████
[76] Total Direct Margin	████	████	████	████	████
[77] Total Direct Margin %	████	████	████	████	████
[78] Standard SAC From No LIL scenario	████	████	████	████	████
[79] Incremental SAC with LIL	████	████	████	████	████
[80] Total SAC Costs	████	████	████	████	████
[81] Backhaul Expenses	████	████	████	████	████
[82] Box replacement costs	████	████	████	████	████
[83] Total Expenses:	████	████	████	████	████
[84] Cash Based OPBDA	████	████	████	████	████
[85] Cash Based OPBDA %	████	████	████	████	████